

Rep Order# 8863279 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37233

Printed: 09/17/2012 7:48 AM  
Last Received: 09/16/2012 3:38 PM  
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/12/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LINES FOR CHANGES  
NCIT  
PLS CNF  
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	400A-459A		:30	\$40.00	09/12-09/14	6	1	6	\$240.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$40.00	09/17-09/17	2	1	2	\$80.00	
				Buyline Comment: NEWS								
	3	W-F	700A-900A		:30	\$150.00	09/12-09/14	6	1	6	\$900.00	
				Buyline Comment: CBS THIS MORNING								
	*4	M	700A-900A		:30	\$150.00	09/17-09/17	0 ✓	0	0	\$0.00	
				Buyline Comment: CBS THIS MORNING								
				Sales Remark: V3 2X NA								
				V3 Comment Changed, Spots/week Changed								
	5	W-F	500A-600A		:30	\$225.00	09/12-09/14	6	1	6	\$1,350.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	M	500A-600A		:30	\$225.00	09/17-09/17	0 ✓	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 2X NA								
				V3 Comment Changed, Spots/week Changed								
	7	W-F	600A-700A		:30	\$245.00	09/12-09/14	3	1	3	\$735.00	
				Buyline Comment: NEWS								
	*8	M	600A-700A		:30	\$245.00	09/17-09/17	0 ✓	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	9	W-F	1200P-1230P		:30	\$225.00	09/12-09/14	3	1	3	\$675.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	11	W-F	300P-400P		:30	\$325.00	09/12-09/14	6	1	6	\$1,950.00	
				Buyline Comment: ELLEN								
	12	M	300P-400P		:30	\$325.00	09/17-09/17	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	13	W-F	1000A-1100A		:30	\$1,000.00	09/12-09/14	0 ✓	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	14	M	1000A-1100A		:30	\$1,000.00	09/17-09/17	0 ✓	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	13	*15	W-F	900A-1000A	:30	\$250.00	09/12-09/14	0 ✓	0	0	\$0.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V3 6X NA								
				V3 Comment Changed, Spots/week Changed								
	14	16	M	900A-1000A	:30	\$250.00	09/17-09/17	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
	15	*17	W-F	1100A-1200P	:30	\$1,500.00	09/12-09/14	1 ✓	1	1	\$1,500.00	
				Buyline Comment: YOUNG AND RESTLESS								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	16	18	M	1100A-1200P	:30	\$1,500.00	09/17-09/17	1	1	1	\$1,500.00	
				Buyline Comment: YOUNG AND RESTLESS								
	17	*19	W-F	1230P-200P	:30	\$900.00	09/12-09/14	1 ✓	1	1	\$900.00	
				Buyline Comment: BOLD/DEAL								
				Sales Remark: V3 5X NA								
				V3 Comment Changed, Spots/week Changed								
	18	20	M	1230P-200P	:30	\$900.00	09/17-09/17	2	1	2	\$1,800.00	
				Buyline Comment: BOLD/DEAL								
	19	21	W-F	630P-700P	:30	\$875.00	09/12-09/14	3	1	3	\$2,625.00	
				Buyline Comment: INSIDE EDITION								
	20	22	M	630P-700P	:30	\$875.00	09/17-09/17	1	1	1	\$875.00	
				Buyline Comment: INSIDE EDITION								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	21	23	SU	630P-700P	:30	\$600.00	09/16-09/16	1	1	1	\$600.00	
				Buyline Comment: NEWS								
	22	*24	SA	500P-700P	:30	\$175.00	09/15-09/15	0 ✓	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	23	25	W-F	500P-630P	:30	\$375.00	09/12-09/14	6	1	6	\$2,250.00	
				Buyline Comment: NEWS								
	24	26	M	500P-630P	:30	\$375.00	09/17-09/17	2	1	2	\$750.00	
				Buyline Comment: NEWS								
	25	27	W-F	430P-500P	:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: NEWS								
	26	28	M	430P-500P	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	27	29	SA	700P-800P	:30	\$175.00	09/15-09/15	2	1	2	\$350.00	
				Buyline Comment: ET								
	28	30	W-F	700P-800P	:30	\$1,000.00	09/12-09/14	5	1	5	\$5,000.00	
				Buyline Comment: ET/INSIDER								
	29	31	M	700P-800P	:30	\$1,000.00	09/17-09/17	2	1	2	\$2,000.00	
				Buyline Comment: ET/INSIDER								
	30	32	W-F	1135P-1237A	:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	
				Buyline Comment: LETTERMAN								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	31	M	1135P-1237A		:30	\$750.00	09/17-09/17	1	1	1	\$750.00	
				Buyline Comment: LETTERMAN								
	32	W-F	1235A-135A		:30	\$115.00	09/12-09/14	5	1	5	\$575.00	
				Buyline Comment: FERGUSON								
	33	M	1235A-135A		:30	\$115.00	09/17-09/17	1	1	1	\$115.00	
				Buyline Comment: FERGUSON								
	34	SA-SU	1100P-1135P		:30	\$350.00	09/15-09/16	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	35	*37 W-F	1100P-1135P		:30	\$500.00	09/12-09/14	0 ✓	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 2X NA								
				V3 Comment Changed, Spots/week Changed								
	36	*38 M	1100P-1135P		:30	\$500.00	09/17-09/17	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	37	SA	530P-600P		:30	\$250.00	09/15-09/15	1	1	1	\$250.00	
				Buyline Comment: POLITICS NOW								
	38	SU	630A-800A		:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
				Buyline Comment: CBS SUNDAY MORNING								
	39	SU	800A-830A		:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	40	42	SU	830A-900A	:30	\$940.00	09/16-09/16	1	1	1	\$940.00	
				Buyline Comment: FACE THE NATION								
	41	*43	SA	930A-1200P	:30	\$750.00	09/15-09/15	2 ✓	1	2	\$1,500.00	
				Buyline Comment: NCAA FOOTBALL								
				Sales Remark: V3 MG								
				V3 Added								
	42	*44	W	1000P-1100P	:30	\$2,000.00	09/12-09/12	1 ✓	1	1	\$2,000.00	
				Buyline Comment: CSI								
				Sales Remark: V3 MG								
				V3 Added								
	43	*45	F	900P-1000P	:30	\$1,200.00	09/14-09/14	1 ✓	1	1	\$1,200.00	
				Buyline Comment: CSI NY								
				Sales Remark: V3 MG								
				V3 Added								
	44	*46	SU	1000P-1100P	:30	\$4,000.00	09/16-09/16	1 ✓	1	1	\$4,000.00	
				Buyline Comment: THE MENTALIST								
				Sales Remark: V3 MG								
				V3 Added								
	45	*47	SU	430P-530P	:30	\$150.00	09/16-09/16	1 ✓	1	1	\$150.00	
				Buyline Comment: ELECTRIC PLAYGROUND								
				Sales Remark: V3 MG								
				V3 Added								
	46	*48	M	1000A-1100A	:30	\$1,000.00	09/17-09/17	1 ✓	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 MG								
				V3 Added								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*49	SA	1135P- 1235A		:30	\$70.00	09/15-09/15	1 ✓	1	1	\$70.00	
				Buyline Comment: PRIVATE PRACTICE								
				Sales Remark: V3 MG								
				V3 Added								
	*50	SA	1235A- 135A		:30	\$60.00	09/15-09/15	1 ✓	1	1	\$60.00	
				Buyline Comment: DA VINCI								
				Sales Remark: V3 MG								
				V3 Added								
	*51	SU	500A-600A		:30	\$190.00	09/16-09/16	1 ✓	1	1	\$190.00	
				Buyline Comment: EYE ON WASHINGTON/WSJ								
				Sales Remark: V3 MG								
				V3 Added								

—REPORT TOTALS—

Report Totals: 94 / \$45,580.00

—SALES MONTHLY TOTALS—

Sep 12: 94 / \$45,580.00  
Sales Totals: 94 / \$45,580.00  
Station Totals: 94 / \$45,580.00  
Lines not sent/rcld/rcm: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$151,933	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+